

**REMARKS**

In the Final Office Action dated April 7, 2006, the Examiner rejected claims 17-19, 25-27, and 34-39 under 35 U.S.C. § 102(b) as being anticipated by Call (U.S. Patent No. 5,913,210).

Claim 17 has been amended to correct a minor typographical error. Applicants request immediate entry of the amendment to claim 17 since the amendment requires only a cursory review by the Examiner. See MPEP 714.13.

Applicants respectfully traverse the rejection for the following reasons.

Independent claim 17 recites, among other things,

enabling alternative functionality in the supplier's web site and in the reseller's website using at least one common module containing a first set of information for incorporation into the supplier's website, an alternative second set of information for incorporation into the reseller's website, and a third set of common information for incorporation into both the supplier's and the reseller's website;

enabling assignment of at least first and second addresses to the module, **such that when the module is called in the supplier's website by the first address, the first and third sets of information are caused to be incorporated into the supplier's web site while the second set of information is prevented from being incorporated into the supplier's website**, and when the module is called in the reseller's web site by the second address, the second and third sets of information are caused to be incorporated into the reseller's website while the first set of information is prevented from being incorporated into the reseller's website [emphasis supplied]

The Examiner asserts that Call teaches the above-cited claim elements and cites column 1, lines 47 and 63 of Call. (Office Action, page 3). Applicants disagree.

Call is directed to a system for enabling retrieval of information about products from the source of the products (the manufacturer) by resellers and consumers. (2:32-37). The system uses a product code translator that stores cross-references

between product codes and Internet addresses. (2:48-50). The product code translator includes a registration handler that accepts cross-references submitted by manufacturers which relate their assigned universal product codes to associated Internet addresses where information relating to their products can be obtained (3:48-52). The product code translator also includes a query handler that accepts queries via the Internet, where each query includes all or part of a universal product code, and it returns the Internet addresses which can be used to obtain information about the products identified by the codes. (3:53-58).

In the Call system “when an incoming query is received by the query handler . . . a table lookup function is performed by searching [a] cross-reference table for a row record . . . which specify a set of universal product codes which include the code or codes specified by the query. If matching rows(s) are found, **the IP-address(es) found in the matching rows(s) are returned to the query submitter.**” (6:53-59). Call merely returns IP addresses of the matching codes submitted in the query. The IP addresses relate to the “URL which specifies the Internet resource which will make that product information available.” (6:40-42). The product code translator performs “a translation of specified universal products codes into a corresponding Internet address from which information about the designated products can be obtained.” (2:44-47). Returning an IP address which in turn relates to pages holding information about a product that matches product codes submitted in a query is not a teaching or suggestion of enabling assigning . . . “such that when the module is called in the supplier’s website by the first address, the first and third sets of information are caused to be incorporated into the supplier’s web site,” as recited in claim 17.

Furthermore, in the Call system, the “cross-references [stored in the product code translator] may be retrieved from the cross-reference resource by resellers, prospective buyers, . . . retailers and the customer.” (2:54-56). Therefore, when an incoming query from one of these resellers, buyer, retailers is received by the query handler, an IP address found in a matching row is returned to the query submitter. (6:53-60). As a result, each reseller, buyers, retailer receives the same IP address for the product if they use the same product code for the query. Call does not teach or suggest any “third set of common information for incorporation into **both** the supplier’s and the reseller’s website,” much less “when the module is called in the supplier’s website by the first address, the first and third sets of information are caused to be incorporated into the supplier’s web site while the second set of information is prevented from being incorporated into the supplier’s website, and when the module is called in the reseller’s web site by the second address, the second and third sets of information are caused to be incorporated into the reseller’s website while the first set of information is prevented from being incorporated into the reseller’s website,” as recited in claim 17. Therefore, claim 17 is not anticipated by Call, and the rejection under 35 U.S.C. § 102(b) should be withdrawn.

Claims 25-27 although different in scope, include recitations similar to those found in claim 17. For reasons similar to those given above with respect to claim 17, claims 25-27 are not anticipated by Call, and the rejection of those claims under 35 U.S.C. § 102(b) should be withdrawn.

In addition, Applicants submit that dependent claims 18-19 and 34-39 are neither anticipated nor rendered obvious in view of Call at least by virtue of their dependence from allowable independent claims 17, 25, and 27.

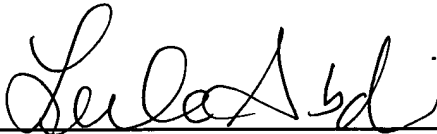
Applicants respectfully request reconsideration of the application, withdrawal of the claim rejections, and the timely allowance of the pending claims.

Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 06-0916.

Respectfully submitted,

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